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In Claim 2, line 2 of that claim, after "data" delete "portion" and insert instead -- assembly--.

In Claim 3, line 6 of that claim, after "data" delete "portion" and insert instead -- assembly--.

In Claim 4, line 4 of that claim, after "data" delete "portion" and insert instead -- assembly--.

In Claim 9, line 2 of that claim, after "data" delete "portion" and insert instead -- assembly--.

15. (Amended) A method of generating and displaying screen views comprising the steps of:

(a) providing agate data for displaying to users[.];

(b) [determining a psychographic profile as a function of user interaction with the agate data displayed to a user,] recording indications of user response and physical activity during viewing of the displayed agate data, based on the indications generating a psychographic profile of the user;

(c) using the [determined] generated psychographic profile, composing screen views[.]; and

(d) displaying the composed screen views to the user.

#### REMARKS

Applicant's Attorney thanks the Examiner for the phone conferences of June 11, and June 21, 1999. The foregoing claim amendments are in response to the Examiner's request for the same. Support for the amendments to Claims 1-4 and 9 is found at least on specification page 3, line 25 - page 4, line 20, page 10, lines 6-10 and Fig. 2 as originally filed.

Support for the amendments to Claim 15 is found at least in Claims 1 and 10 as originally filed.

No new matter is being introduced. Acceptance is respectfully requested.

The foregoing claim amendments are believed to place the claims in allowable form and such allowance is respectfully requested such that the application may pass to issue. If the